

RE: DOG DAY - New tracking links

Subject: RE: DOG DAY - New tracking links
From: "Michael Filson" <@>
Date: 06/23/2016 10:42 AM
To: michael@downtownnews.com

Perfect!

Mike Filson
Community Relations Manager

 **DCBID-Lo**

Downtown Center Business Improvement District
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017
Call: 213-416-7524 | Fax: 213-416-0858
Web: DowntownLA.com



From: Michael Lamb [mailto:michael@downtownnews.com]
Sent: Thursday, June 23, 2016 10:42 AM
To: Michael Filson
Subject: Re: DOG DAY - New tracking links

I was just talking about the eblast,
Let me double check the other ads.

Michael Lamb
Account Executive
Los Angeles Downtown News
1264 W. First Street
Los Angeles, CA 90026

213-482-5932 Direct
213-453-3548 Mobile
213-250-4617 Fax

<http://www.ladowntownnews.com/>
michael@ladowntownnews.com

Keep an eye on the flow of information about Downtown Los Angeles:

<http://twitter.com/downtownnews>
<http://facebook.com/l.a.downtownnews>
<http://www.youtube.com/LADowntownNews1>
Sign up for daily news briefs and important breaking stories:
http://www.ladowntownnews.com/site/forms/online_services/maillist

On Jun 23, 2016, at 10:35 AM, Michael Filson wrote:

Michael,

RE: DOG DAY - New tracking links

Are you talking about the web carousel and web ad box? If so, according to the breakdown you sent, these ads should run until 7/6.

Mike Filson

Community Relations Manager

[<image001.png>](#)

Downtown Center Business Improvement District

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7524 | Fax: 213-416-0858

Web: DowntownLA.com

[<image002.png>](#) [<image003.png>](#) [<image004.png>](#)

From: Michael Lamb [<mailto:michael@downtownnews.com>]

Sent: Thursday, June 23, 2016 10:33 AM

To: Michael Filson

Subject: Re: DOG DAY - New tracking links

Hi Mike

We are running the ad again today and tomorrow at no charge.

I will make sure the link is correct.

Michael Lamb

Account Executive

Los Angeles Downtown News

1264 W. First Street

Los Angeles, CA 90026

213-482-5932 Direct

213-453-3548 Mobile

213-250-4617 Fax

<http://www.ladowntownnews.com/>

michael@ladowntownnews.com

Keep an eye on the flow of information about Downtown Los Angeles:

<http://twitter.com/downtownnews>

<http://facebook.com/l.a.downtownnews>

<http://www.youtube.com/LADowntownNews1>

Sign up for daily news briefs and important breaking stories:

http://www.ladowntownnews.com/site/forms/online_services/maillist

On Jun 23, 2016, at 8:35 AM, Michael Filson wrote:

Thanks! As of this email, they are still incorrect.

<image001.gif>

Mike Filson

Community Relations Manager

Downtown Center Business Improvement District

626 Wilshire Blvd., Ste. 200, Los Angeles, CA 90017

call (213) 624-2146 x223

direct (213) 416-7524

fax (213) 624-0858

email mfilson@DowntownLA.com

go to www.DowntownLA.com

[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

From: Michael Lamb [<mailto:michael@downtownnews.com>]

Sent: Thursday, June 23, 2016 8:24 AM

To: Michael Filson

Subject: Re: DOG DAY - New tracking links

Importance: High

Hi Mike

I will check on it today and get back to you

Michael Lamb
Account Executive
Los Angeles Downtown News
1264 W. First Street
Los Angeles, CA 90026

213-482-5932 Direct
213-453-3548 Mobile
213-250-4617 Fax

<http://www.ladowntownnews.com/>
michael@ladowntownnews.com

Keep an eye on the flow of information about Downtown Los Angeles:

<http://twitter.com/downtownnews>

<http://facebook.com/l.a.downtownnews>

<http://www.youtube.com/LADowntownNews1>

Sign up for daily news briefs and important breaking stories:

http://www.ladowntownnews.com/site/forms/online_services/maillist

On Jun 22, 2016, at 5:06 PM, Michael Filson wrote:

Michael,

Have these been changed yet? It appears they are still going to the wrong page.

<image001.gif>

Mike Filson

Community Relations Manager

Downtown Center Business Improvement District

626 Wilshire Blvd., Ste. 200, Los Angeles, CA 90017

call (213) 624-2146 x223

direct (213) 416-7524

fax (213) 624-0858

email mfilson@DowntownLA.com

go to www.DowntownLA.com

[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

From: Michael Filson

Sent: Wednesday, June 22, 2016 10:27 AM

To: 'Michael Lamb'

Subject: DOG DAY - New tracking links

Importance: High

Can you please replace the current tracking links with these?
Thanks!

E-BLAST

https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm_source=Downtown%20News%20&utm_medium=eblast&utm_campaign=Dog%20Day

CAROUSEL & BANNER

https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm_source=DT%20News&utm_medium=Banner&utm_content=Carousel&utm_campaign=Dog%20Day%2016

WEB AD BOX

https://www.downtownla.com/about-us/programs-initiatives/community-events/70-10th-annual-dog-day-at-the-cathedral?utm_source=Downtown%20News%20&utm_medium=web%20ad%20box&utm_campaign=Dog%20Day

Please let me know when done...

<image001.gif>

Mike Filson

Community Relations Manager

Downtown Center Business Improvement District

626 Wilshire Blvd., Ste. 200, Los Angeles, CA 90017

call (213) 624-2146 x223

direct (213) 416-7524

fax (213) 624-0858

email mfilson@DowntownLA.com

go to www.DowntownLA.com

[<image002.gif>](#) [<image003.gif>](#) [<image004.gif>](#) [<image005.gif>](#)

[RSVP](#) for our 10th Annual Dog Day at the Cathedral
Wednesday, July 13 from 6-9pm

—image001.png—



—image002.png—



—image003.png—



—image004.png—



—Attachments:—

image001.png	5.8 KB
image002.png	1.2 KB
image003.png	1.2 KB
image004.png	1.2 KB